

Dramatize Your Ideas

Words alone will not win people to your way of thinking. You need to use word pictures or actually demonstrate the idea for impact. Take a hundred-dollar bill and begin asking whether it can lose its value by crumpling, dropping, or stepping on it, as you crumple, drop, and step on it. It is a vivid and visual reminder that each of us has value, a value that cannot be diminished, no matter how life has crumpled and stepped on us. *That* is an unforgettable moment.

When we want to make a point, we need to tell a story. The story will stick long after the facts have been forgotten. We need to learn to be weavers of tales and demonstrators of ideas. More can be said in a story or an example than we could ever say directly. That's because a story or dramatization involves the listener or observer. They add their own experience and imagination to the story. It is a mutual activity that builds a bond between the teller and the audience. Communication is something we ought to make fun and attractive. When it is done well, it leaves our audience hungry and thirsty for more.

I use a number of visualizations when I talk to people. I have a selection to draw from as the occasion arises. When I read, listen, or watch, I'm always looking for those types of examples and illustrations that are the most effective dramatizations of the message I want to convey.